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BUSINESS WEEK

1988#	981.6	87.3	94.6	863.5	48.0	26.8	2.00	39.95	60.8	51	19.9	962.0	1	38965	39.70	59230	60.34
1987#	952.3	86.3	94.3	874.1	47.9	24.8	2.00	39.95	60.8	51	9.8	902.0	0	35150	36.91	53430	56.11
1986#	877.3	86.3	96.2	820.5	55.4	24.1	2.00	39.95	60.8	51	21.6	860.0	10	32142	36.64	48854	55.69
1985#	871.1	87.1	96.3	846.8	60.7	36.1	2.00	39.95	60.8	51	32.6	856.0	15	29720	34.12	45188	51.87
1984#	857.0	86.7	96.2	909.9	62.6	28.5	2.00	39.95	61.6	52	39.8	856.0	22	27636	32.25	42000	49.01

ECONOMIST, THE

1988#	144.6	81.2	91.7	210.7	21.2	0.1	3.00	98.00	36.0	51	.0	140.0	3	5800	40.11	7000	48.41
1987#	128.7	83.2	91.7	198.6	28.9	0.5	3.00	98.00	37.2	52	.0	125.4	0	5350	41.57	6300	49.00
1986#	115.9	83.8	91.6	185.3	23.6	0.0	2.50	85.00	33.3	51	.0	115.0	0	4900	42.28	6000	51.77
1985	106.3	82.8	91.9	161.7	25.3	0.0	2.50	85.00	33.3	51	.0	100.0	0	4500	42.33	5000	47.04
1984	101.8	85.6	92.5	168.4	19.6	0.0	2.50	85.00	33.3	51	.0	100.0	13	3700	36.35	4000	39.30

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Business & Finance

FINANCIAL WORLD

1988	291.3	98.5	98.6	543.7	14.7	1.2	3.00	39.00	51.9	27	27.9	275.0	4	12455	42.76	18685	64.14
1987#	219.8	98.5	97.5	437.4	9.1	0.0	3.00	44.95	42.4	26	19.8	220.0	3	10555	48.02	15835	72.04
1986#	165.6	98.8	96.4	271.1	4.0	0.9	2.50	44.95	30.8	26	16.9	165.0	6	7995	48.28	11995	72.43
1985#	136.5	98.5	96.0	213.7	7.0	2.3	2.50	44.95	30.8	26	15.2	140.0	4	6995	51.25	10495	76.89
1984#	115.5	98.8	94.0	200.3	6.2	0.0	2.00	41.95	19.3	26	19.4	125.0	7	6250	54.11	9375	81.17

FORTUNE

1988	768.8	80.6	93.7	943.6	69.5	47.0	3.50	47.79	49.4	27	12.0	755.0	2	31180	40.56	47700	62.05
1987	770.1	80.4	93.6	859.4	78.3	43.0	3.50	44.50	52.9	27	5.5	750.0	0	29440	38.23	45040	58.49
1986	746.5	80.5	94.8	832.6	69.0	41.3	3.50	44.50	51.1	26	18.8	725.0	1	28040	37.56	42900	57.47
1985	728.9	80.4	95.7	783.7	62.8	40.1	3.50	42.00	53.8	26	13.0	715.0	4	25800	35.40	39470	54.15
1984	710.0	81.6	95.7	802.7	51.8	36.8	3.00	39.00	50.0	26	15.7	690.0	1	23700	33.38	36020	50.73

NEW YORKER, THE

1988	623.0	94.2	95.3	577.4	48.9	3.5	1.75	32.00	64.8	52	.0	545.0	0	16295	26.16	25985	41.71
1987	579.4	94.2	95.0	582.1	50.8	3.5	1.75	32.00	64.8	52	.0	525.0	0	14950	25.80	23840	41.15
1986	547.3	94.0	93.9	506.7	56.0	4.4	1.50	32.00	59.0	52	.0	525.0	0	14950	27.32	23840	43.56
1985	504.3	93.5	93.5	444.5	65.1	5.4	1.50	32.00	59.0	52	.0	480.0	0	12350	24.49	19700	39.06
1984	500.5	93.2	92.8	425.9	61.9	3.0	1.50	32.00	59.7	53	.0	480.0	0	11750	23.43	18700	37.36

READER'S DIGEST

1988	16708.3	98.7	94.1	16876.9	30.0	13.3	1.89	17.93	29.6	12	152.0	16250.0	0	95900	5.74	115300	6.90
1987	16708.1	98.7	94.8	18164.7	27.9	11.1	1.79	16.93	30.3	12	76.3	16250.0	0	91350	5.47	109830	6.57
1986	16952.9	98.7	94.5	18177.5	29.5	11.0	1.75	15.41	26.6	12	215.5	16250.0	0	87000	5.13	104600	6.17
1985	17770.9	98.6	94.7	19755.4	26.8	12.3	1.50	15.41	14.4	12	753.0	17750.0	4	90500	5.09	108800	6.12
1984	17939.6	98.7	94.8	20291.7	26.2	8.0	1.50	13.93	22.6	12	340.2	17750.0	0	90500	5.04	108800	6.06

WOMAN'S DAY

1988#	5340.5	95.4	2.2	126.9	86.9	0.0	1.09	19.00	16.2	15	.0	5330.0	2	58860	11.04	70466	13.22
1987#	5617.3	95.5	1.6	246.9	89.0	0.0	0.99	15.13	1.9	15	.0	5513.3	5	56560	10.26	67709	12.28
1986#	5691.1	95.1	1.2	79.9	100.0	0.0	0.99	15.13	10.1	17	.0	6252.9	13	60030	9.60	71881	11.50
1985#	6367.4	94.8	1.0	57.2	99.6	0.0	0.89	15.13	6.3	16	.0	6612.8	10	59663	9.02	71439	10.80
1984#	6676.7	95.0	1.0	54.6	98.2	0.0	0.89	13.35	0.0	15	.0	6973.3	13	58768	8.43	70373	10.09